

**CITY OF CARLSBAD  
CLASSIFICATION SPECIFICATION**

**JOB TITLE:** VIDEO PRODUCTION MANAGER

**DEPARTMENT:** CITY MANAGER

**BASIC FUNCTION:**

Under general direction, plans, organizes, conceives, develops and implements the overall activities of Video Production for City programming and other related projects. Creates and manages content for the government channel. Works with City Communications Manager to address through coordinated communication methods citywide issues to the public via cable TV programming and bulletin boards, may assist in website development. Oversees all aspects of: the City's government channel, video production and related video communications functions.

**KEY RESPONSIBILITIES:**

Build City capacity to communicate with its citizens.

Recommend and implement community TV policies.

Develop, implement and monitor associated budget.

Prepare and review agreements.

Ensure compliance with FCC and other agencies rules and regulations.

Plan and direct the design, development and implementation of the Carlsbad government channel, all video production facilities, related video communications functions and programming on both the channel and for related Internet applications.

Research and make final recommendation on equipment purchases and the implementation of related video technology in keeping with the City's communication plan.

Ensure quality, aesthetic and neutral editorial policy, standards and guidelines for pre-production, production and postproduction for all multimedia projects produced for the City.

Utilize technical and creative techniques in the development of promotional materials for community programming.

Create video and other multimedia presentations for City departments; maintain library of images for use in media and video production.

Operate camera, projectors, computers and various audio/video equipments.

Develop associated marketing of community programming.

Supervise external specialist resources to augment efforts when appropriate.

Communicate with City staff to ensure clarification of communication goals.

Provide input on cable television issues related to local programming and equipment.

Work with appropriate staff on City's video related emergency response communications i.e. emergency alert crawls, bulletin board announcements.

Develop community outreach program to include student internship program and content acquisition.

Perform other related duties as assigned.

### **QUALIFICATIONS:**

To perform a job in this classification, an individual must be able to perform the essential duties as generally described in the specification. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties in a specific job. The requirements listed below are representative of the knowledge, skill and/or ability required.

### **Knowledge of:**

Video program construction, script outline and creation, producing, directing, planning and editing oversight of single camera field productions.

Studio/field lighting, set design, staging, and audio requirements.

Studio/control room configuration and equipment requirements.

Analog and non-linear editing practices, graphic formats, layout and tape formats.

Research and reporting methods, techniques, procedures.

Reliable content creation based on journalistic principles/ethics.

Video trouble shooting in the studio and field.

Sources of information related to a broad range of municipal media programs and services.

FCC rules and regulations regarding the airing of local programming, neutral editorial policy, cable television industry practices.

Staff development in multiple disciplines within video production industry.

Budgeting principles and applications

Windows/MAC OS platforms

(Software guidelines are updated on this classification regularly.)

**Ability to:**

Research, analyze and interpret information related to City goals/activities and create scripts to convey balanced information in a creative format to citizens and staff.

Write, produce, direct and oversee editing of single camera field productions to include the appropriate creation of graphics and final output.

Produce, stage video programming in a studio environment.

Conduct research on a wide variety of media and video topics including equipment, production methods and conventions.

Troubleshoot video equipment.

Lead, manage and develop field and studio production crews to maximize output.

Perform responsible and difficult administrative work involving the use of independent judgment and personal initiative.

Effectively administer a variety of departments, budgets, programs and administrative activities.

Establish, maintain and develop good working relationships with those in the City.

**EDUCATION AND EXPERIENCE:**

Any combination equivalent to the education and experience that could likely provide the required knowledge and abilities is qualifying. A typical background may include:

Equivalent to completion of a Bachelors' degree majoring TV/Film, Communications or related discipline.

3-5 years of experience of professional level development of video productions, news/information/ public affairs content creation in a corporate or organizational environment.

Knowledge of video production equipment, systems, experience with control room/automated playback design/procedures, implementation staff development. Minimum 2-3 years supervisory experience related to immediate reports and/or contract labor.

### **PHYSICAL/MENTAL DEMANDS AND ENVIRONMENTAL SETTING:**

While performing the duties of this class, an employee is regularly required to communicate, in person and by telephone; and utilize standard office and technical equipment affiliated with the position. Specific vision abilities required by this job include close vision and the ability to adjust focus to read and operate technical equipment as necessary during the course of the work assignments. An employee is also required to read as necessary during the course of the work assignments. An employee will also be required to transport themselves around City facilities and other designated venues.

While performing the duties, employees of this class are regularly required to use written communication skills; read and interpret data, information and documents; analyze and solve problems; use reasoning; observe and interpret people and situations; learn and apply new information or skills; perform highly detailed work on multiple, concurrent tasks; work under deadlines; and interact with the public, staff and others encountered in the course of work.

Depending on the assignment, the physical and mental requirements and environment may vary. Refer to the task analysis of the essential duties for more specific physical and mental requirements related to individual assignments.

APPROVED: October 2002